



## **Move Your Way® Community Playbook**

### Tips for Partnering with Worksite Wellness Programs

Worksite wellness programs are a great opportunity to share the Move Your Way® campaign's messages about the importance of physical activity. Use these 10 tips to partner with worksite wellness programs on your Move Your Way community campaign!

#### **1. Learn about your potential worksite partner.**

Before you approach a company, it's important to do your homework. This will help you understand how a partnership can benefit both of your organizations in the long run.

- Get to know the company culture and values before you reach out. Is worksite wellness mentioned as a priority on the website? Are employees doing physical work or sitting at desks most of the day?
- Assess how company size, location, and demographics will affect your partnership. Is it a large company with multiple offices and remote employees? Or is it a small office where you could reach all employees with a single workshop?

## 2. Identify influencers.

Approaching the right people is crucial. Seek out the organization's physical activity champions, those who are most able and willing to promote Move Your Way:

- Staff members who often volunteer for activities to promote employee engagement
- Managers
- Union representatives
- Human resources, wellness program leaders, or wellness committee members
- Staff members passionate about health and physical activity
- Staff members who wear many hats and fill many roles within the organization

## 3. Leverage existing opportunities.

There's no need to start from scratch! Many worksites have existing structures and programs that make perfect opportunities to promote Move Your Way, including:

- Wellness workshops
- Staff meetings and brown bags
- Company-sponsored charity runs, walks, or bike rides
- Email newsletters or bulletin boards

## 4. Prepare your pitch.

Now that you've learned more about the company, it's time to reach out. Use this sample pitch language as a starting point: [health.gov/MoveYourWay/Pitch](https://health.gov/MoveYourWay/Pitch)

And be ready with additional talking points tailored specifically for worksites:

- Regular physical activity can lower employees' risk of chronic health problems, like high blood pressure and type 2 diabetes. That can reduce the number of missed work days and help lower health care costs.
- The Move Your Way Activity Planner can help employees set personalized weekly physical activity goals, and share them with friends and coworkers. That can help motivate the whole office to move more.

## 5. Set specific goals and implementation strategies.

After you've connected with the company, the next step is to agree on a game plan:

- Set measurable goals and decide on a shared timeline to meet them.
- Ask how you can support the company, or if there are any regular staff meetings or wellness workshops you can attend.

- Consider using employee surveys or focus groups to gather information to help you assess the partnership's accomplishments. Use the Campaign Implementation Tracker to help decide what information you'd like to collect: [health.gov/MoveYourWay/CampaignTracker](https://health.gov/MoveYourWay/CampaignTracker)

## 6. Pick your materials.

Move Your Way provides tools and resources tailored for adults, older adults, and parents. Check out all the Move Your Way materials at [health.gov/MoveYourWay/Campaign](https://health.gov/MoveYourWay/Campaign). Then work with your partner organization to choose the ones that work best for your partnership:

- Suggest hanging Move Your Way posters in break rooms or other common areas.
- Encourage program planners to use the fact sheets for adults, older adults, and parents in wellness workshops.
- See if the company can include a link to the activity planner in email newsletters or on the company intranet.
- Ask key influencers in the organization to share the Move Your Way videos on social media.
- If you customize Move Your Way materials for your community, ask the worksite to use the customized versions. You can customize materials through the CDC State and Community Health Media Center: [bit.ly/2OLGxCq](https://bit.ly/2OLGxCq)



## 7. Engage partners throughout the process.

Once you've figured out a plan, it's important to work closely with the company to implement it.

- Ask the company for their input on promotion activities early and often. They're more likely to stay engaged if you ask for buy-in from the beginning!
- Brainstorm creative new ideas for promotion opportunities at the company — especially opportunities to work together.
- Remember to celebrate your partnership successes! Offer positive feedback to your partner when things go well — and ask for feedback on what you're doing well or could improve.

## 8. Make promotion easy.

After you've gotten promotion efforts off the ground, remember to make it as easy as possible for your partner to continue the work.

- Remind the company about the importance of your joint promotion efforts, and offer pre-drafted promotion content that's easy for them to use.
- Tag the company in social media posts so they'll get notifications — and can easily share the posts on their own social media channels. Check out the Tips for Coordinating Social Media Promotion to learn more about planning for social media: [health.gov/MoveYourWay/SocialMediaTips](https://health.gov/MoveYourWay/SocialMediaTips)

## 9. Check in regularly.

Now that the partnership's efforts are in full swing, have regular touchpoints with the company to find out how things are going.

- Try to check in over email at least once a week — and work with the company to figure out how often you'll meet via videoconference or in person. Keep an open line of communication with the company to ensure the partnership's efforts are working well and going as planned.
- Emphasize that you're happy to brainstorm ways to address challenges and further the success of your partnership.
- If they're working with limited funds or volunteer staff, suggest activities that will give them the greatest reach with a smaller budget: [health.gov/MoveYourWay/SampleBudget](https://health.gov/MoveYourWay/SampleBudget)

## 10. Review your initial results.

After you've implemented your first activities, it's time to see how they went. Don't miss this opportunity to learn from your experience:

- Review lessons learned so far.
- Show your partner how your combined efforts have helped their engagement, like how many people participated in their worksite wellness program.
- Brainstorm improvements that you and the company can make as you move forward with your partnership efforts.

Find more community resources at  
[health.gov/MoveYourWay/Playbook](https://health.gov/MoveYourWay/Playbook)



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